



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
STUDIES  
(AUTONOMOUS) Chittoor, (A.P.)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Campus Placement Drive – Joyalukkas Group**

**Date: 26/03/ 2025**

A campus placement drive was conducted by the Department of Management Studies, SITAMS, in collaboration with **Joyalukkas Group**, a globally renowned business conglomerate, on **26th March 2025**. The drive was organized for the final-year MBA students, presenting an excellent opportunity to begin their careers in a reputed multinational organization. The placement process commenced at **9:00 AM** at the SITAMS Placement Cell, with enthusiastic participation from students.

1. The drive began promptly at 9:00 AM, with 2nd-year MBA students participating in large numbers across all specializations.
2. The recruitment process included a **Group Discussion** round followed by a **Face-to-Face Interview**, aimed at assessing students' analytical, communication, and business strategy skills.
3. The company offered the position of **Management Trainee** across **Retail, B2B, and Digital Marketing** divisions, offering dynamic career growth opportunities.
4. Students were required to attend in **formal attire** and carry a hard copy of their **updated resume**, following all placement protocols.
5. The selected candidates will receive a **lucrative salary package** along with the possibility of **overseas placements**, based on performance.
6. The Joyalukkas team appreciated the enthusiasm and preparedness of the students and shared valuable insights into the company's global operations.
7. The placement drive concluded successfully, with students expressing their gratitude to the **Placement & Training Cell** for organizing this prestigious opportunity.
8. This drive reinforced SITAMS' commitment to providing high-quality career avenues and strengthening its ties with global industry leaders.





**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS) Chittoor, (A.P.)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Campus Placement Drives at SITAMS – A Gateway to Promising Careers**

The Department of Management Studies and the Placement & Training Cell of SITAMS successfully conducted a series of campus placement drives in early 2025, connecting students with top-tier organizations and empowering them to embark on their professional journeys.

The first drive was held on **14th February 2025**, in collaboration with **AU Small Finance Bank**. The event commenced at 3:00 PM and witnessed enthusiastic participation from final-year students across all specializations. The recruitment process included a Group Discussion followed by a Personal Interview, aiming to identify candidates with leadership potential for the **Branch Manager** position. Out of ten vacancies, **six students** were selected and offered attractive salary packages with additional incentives. The presence of senior dignitaries like **Sri. K. Venkatarathnam**, Senior Vice President, and **Sri. Preetham**, Regional Incharge - HR, enriched the event, providing valuable insights to the aspirants. The event marked a significant milestone, showcasing SITAMS' dedication to facilitating meaningful industry-academic collaboration.

The placement season continued with **Joyalukkas Group**, a globally renowned conglomerate, organizing their drive on **26th March 2025** at 9:00 AM. The company offered roles for **Management Trainees** across Retail, B2B, and Digital Marketing segments, with a lucrative salary package of ₹5 to ₹7 LPA. The selection process involved Group Discussions and Face-to-Face Interviews. A standout feature of this opportunity was the potential for **overseas assignments**, dependent on individual performance, making it a highly sought-after career Launchpad for the MBA final-year students.

Following this, **SmartED**, a leading edtech platform, conducted its placement drive on **27th March 2025** at 9:30 AM. Known for bridging the gap between education and industry, SmartED offered the role of **Business Growth Specialist**. The recruitment process comprised a Group Discussion and a Personal Interview. The role emphasized skills in client engagement, strategic lead development, and cross-functional collaboration. The position promises an **attractive salary**, professional growth, and real-world exposure to sales and marketing strategies in the edtech space. The drive enabled students to step into dynamic, tech-enabled careers with excellent learning opportunities.

These placement drives underline SITAMS' strong industry partnerships and its unwavering commitment to student success. The institution continues to create a nurturing environment that bridges academia with industry demands, opening doors to a wide spectrum of career paths.



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(Autonomous)**

**DEPARTMENT OF MANAGEMENT STUDIES (MBA)**

**One page write up**

**On**

**Farewell Day Celebration – 27th April 2025**

The Farewell Day for the outgoing MBA batch 2023- 2025 was joyfully celebrated on 27th April 2025. The event was beautifully organized by the I MBA students, who made it a grand success with their efforts and enthusiasm.

The presence of our respected Principal and HOD Madam made the occasion even more special. The Principal addressed the students with an inspiring talk on entrepreneurship, encouraging them to take bold steps in their careers and aim to become job creators. HOD Madam spoke about the importance of up-skilling and continuous learning. She wished the outgoing batch the very best for their future and motivated everyone to keep exploring and growing.

The event was filled with fun, laughter, and heartfelt moments. From games and performances to touching farewell speeches, the day was memorable for all. It concluded on a positive note, leaving everyone with smiles and warm memories.



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS)**

**CHITTOOR**

**Accredited by National Board of Accreditation – CSE, ECE, EEE & MCA**

**One Page Write-up**

**On**

**IGNITE 2k25 – National Level Management Meet**

**Date: 28th March 2025**

**Organized by**

**Department of Management Studies-MBA, SITAMS**

The **IGNITE 2k25 National Level Management Meet** was successfully organized by the Department of Management Studies (MBA), SITAMS, on **28th March 2025**. The event witnessed enthusiastic participation from students across various states and UG&PG institutions, including:

- Parul University, Gujarat
- SRM University, Chennai
- Izee Business School, Bangalore
- Sanjay Ghodawat Institute, Maharashtra
- Sambhram Academy of Management Studies, Bangalore
- Apollo Institute, Chittoor, Andhra Pradesh
- Siddhartha Institute of Engineering and Technology Puttur, AP
- VEMU Institute of Technology Kotha Kota, Pakala Chittoor, AP
- Mother Theresa Institute of Engineering and Technology, Palamaner, AP
- SVCE , Tamilnadu
- N.P. Savithrama Women's Degree College Chittoor, AP
- Annamacharya Engineering College & College of Pharmacy, Tirupati, AP
- Sri Chaitanya Degree College, Palamaner, AP
- RK Degree College Chittoor, AP
- Vijayam Business School Chittoor, AP

The event commenced with the **registration process** for both online contests and offline events, facilitated by **I& II year MBA students** between **9:30 AM and 11:00 AM** at the **DKA Block, SITAMS**. For the Event total Number of participants registered for both online and offline contest were 150. After registration, participants were seated in a common room and served snacks. Post-refreshments, they were grouped according to their registered events and directed to the respective rooms.



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS)**

**CHITTOOR**

**Accredited by National Board of Accreditation – CSE, ECE, EEE & MCA**

Event coordinators introduced themselves and provided detailed instructions for participants. During the **morning session**, from 11.30am to 1.00pm the following two events were conducted:

- **Wealth from Waste** – Room 202
- **Poster Presentation** – Room 224

After the completion of these events, judges arrived to evaluate the participants' work and determine the winners. The morning session concluded with a lunch break at 1.00pm to 1.30 pm for participants.

The **afternoon session starts at 1.30pm to 3.15pm** featured two engaging events:

- **Treasure Hunt**
- **Corporate Ramp Walk - Sathya Keshav Gallery, SITAMS**

Following the conclusion of these events and the final evaluations, the **Valedictory Ceremony** began at **3:30 PM**. The dignitaries on the dais included:

- **Dr. N. Venkatachalapathi** – Principal
- **Dr. M. Saravanan** – Dean Academics
- **Dr. N. Sambasiva Rao**-Dean R&D
- **Dr. Jyoshna C.** – HoD, MBA
- **Mr. S. L. Sai Venkat** – Convener

The Valedictory ceremony starts with the lighting the lamp with prayer song. Principal and Dean Academics addressed the gathering, sharing their appreciation for the successful organization of the event and the active participation of students from various places. The event concluded with the **distribution of prizes** to winners, followed by **feedback** from both students and faculty members.

The day ended on a pleasant note with the **distribution of snacks at 4:10 PM**, marking the successful completion of the IGNITE 2k25 National Level Management Meet.





# SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (AUTONOMOUS)

CHITTOOR

Accredited by National Board of Accreditation – CSE, ECE, EEE & MCA

## Photos of the Valedictory







# SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (AUTONOMOUS)

CHITTOOR

Accredited by National Board of Accreditation – CSE, ECE, EEE & MCA

## Prize Distribution for Winners



### Program Convenors.

- **Convener:** Mr.S.L. Sai Venkat, Asst. Prof, MBA
- **Co Convener:** Ms. P. Akshada, Asst. Prof, MBA &  
Mr. A.Y. Vinay Sajeev Kumar, Asst. Prof, MBA





**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES  
(AUTONOMOUS) Chittoor, (A.P.)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**A Debate on “The Budget 2025: Boon or Bane”**

**06-03-2025**

The Department of Management Studies, SITAMS, successfully organized a debate competition on the topic "The Budget 2025: Boon or Bane" on 6th March 2025. This event provided an excellent platform for students to showcase their analytical and debating skills while gaining insights into the implications of the Union Budget 2025.

The debate commenced at 9:30 AM, inaugurated by our esteemed Principal, Dr. N. Venkatachalapathi, in the presence of the panel of judges Dr. Raghavi, Dr. Sudharsan, and Dr. Rajinikanth. A total of 144 students actively participated in the competition, forming 24 teams, each comprising six members. The event witnessed spirited discussions, with students presenting well-researched arguments supporting or opposing the budget's impact.

The debate followed a structured format, where teams engaged in multiple rounds of argumentation, critically analyzing various aspects of the budget. The judges evaluated the participants based on content depth, presentation skills, clarity of argument, and rebuttal effectiveness.

After an engaging and intellectually stimulating session, the winners were announced. The first prize was secured by the MBA department, the second prize went to the AIML department, and the third prize was won by the CSE department. The event concluded with a prize distribution ceremony graced by the Principal, the Dean, Dr. M. Saravanan, and the panel of judges.

The debate competition successfully concluded with a vote of thanks, expressing gratitude to the Principal, the Dean, the judges, coordinators, faculty members, and all participants for their active involvement and support. This event marked a significant academic milestone, reinforcing SITAMS' commitment to fostering critical thinking and intellectual engagement among students.



**HOD-MBA**



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT  
STUDIES  
(AUTONOMOUS) Chittoor, (A.P.)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Campus Placement Drive – SmartED**

**Date:** 26/03/ 2025

A campus placement drive was conducted by the Department of Management Studies, SITAMS, in association with **SmartED**, an innovative edtech platform, on 27th March 2025. The drive was organized for the 2025 passing batch students, offering them a dynamic opportunity to launch their careers in the fast-growing education technology sector. The placement process began at **9:30 AM** at the Placement Cell, with active participation from eligible graduates and postgraduates.

1. The placement drive started at 9:30 AM with enthusiastic participation from students from multiple disciplines.
2. The recruitment process included a **Group Discussion** followed by a **Personal Interview**, designed to assess communication skills, problem-solving ability, and business acumen.
3. The available position was for **Business Growth Specialist**, which involves strategic client engagement, lead generation, and collaboration with marketing teams.
4. Students demonstrated strong presentation and interpersonal skills throughout the process.
5. Selected candidates will be offered an **attractive salary package**, along with training and performance-based incentives.
6. The recruitment team from SmartED appreciated the professionalism and preparedness of SITAMS students and commended the institute's efforts in aligning academic learning with industry needs.
7. The event concluded on a high note, with students thanking the **Placement & Training Cell** for providing such a relevant and forward-thinking career opportunity.
8. This placement drive reaffirmed SITAMS' commitment to equipping students with industry-relevant skills and exposure to emerging sectors.